

(Breakthrough, Vol. VII, No. 4, Fall 1989)

PROJECT MANAGEMENT-PLUS: DEFINING, PLANNING, AND IMPLEMENTING A SUCCESSFUL HEMI-SYNC® PROJECT

by Edward J. Quinn, M.A.

Edward J. Quinn is a management consultant working with a major international consulting firm. In his consulting practice, Quinn lectures widely and leads executive seminars for clients such as Proctor & Gamble, AT&T, Hewlett-Packard, Mitsubishi, and GTE. He holds a BA. in Cultural Anthropology from Penn State and an MA. in Creative Writing from Temple University. He is a published writer and a frequent Hemi-Sync user.

Edward Quinn opened by relating the premise that work is where we spend most of our waking lives and that there is a huge need for wholeness and integration in the workplace. This need can be met, in part, by those who want to develop viable Hemi-Sync® projects for the work environment. Such projects are important, but can become bogged down in any number of ways. He then presented a project management process designed to help any project be completed on schedule, within budget, and with the desired results.

A vital first step is determining how to meet the market need. Most large companies don't talk in terms of "product" anymore, but in terms of "solutions" to needs. He said selling the "solution" of Hemi-Sync can be done by stating that it is an investment that will provide a return, a profit. He noted areas that might be stressed as "solvable" including: a) productivity, b) harmony in the workplace, c) absenteeism, d) job satisfaction.

Translating all the thoughts about getting Hemi-Sync in the workplace into action can be enhanced by some simple project management techniques. He said every project has three basic phases: 1) definition, 2) planning, 3) implementation. In the definition phase, one should start with a project statement that covers expected time, cost, and performance, including the project's beginning and end, the goal or end result, and the interrelated activities—the "whats," "whys," and "hows" of the project. From that project statement, project objectives are established, determining the objectives and constraints, and assuring clarity of the project's purpose. Other things to consider in the definition phase are: who will manage the project and how, who will do what task (with each task having a beginning and end, an end product, a standard of performance, and one person or group responsible), and what resources are required (type, amount, and cost).

The planning phase consists of: assigning responsibilities, project planning (scheduling the sequence of tasks), analyzing both potential problems and opportunities, and scheduling the resources.

The implementation phase includes: project monitoring and control, project modification as necessary, performance analysis, and a closeout and evaluation.

Quinn noted that in developing and implementing a project for a business, it's important to be clear about project goals. He said that sometimes the goals will change in the client's mind and suggested that one should continually check with the client to insure that there is agreement on the established goals. He also stressed that if a project is modified while under way, it's vital to return to the basic project statement and objectives to determine if they are in need of clarification or revision.

Quinn concluded that taking Hemi-Sync out into the business world has great potential. He reminded everyone to point out positive end results. Those selling points and a little conscious project management will go a long way.

Hemi-Sync® is a registered trademark of Interstate Industries, Inc.
© 1989 The Monroe Institute